CLAIMS

1   1.   A method comprising

2   displaying information about proposed markdowns of retail
3   prices for items of commerce, the proposed markdowns being
4   based on a predefined objective function and on a predefined
5   automatic analysis,

6   enabling the user to cause changes in the automatic
7   analysis, and

8   displaying to the user information about an impact of the
9   changes on metrics associated with the items.

10   2.   The method of claim 1 in which the metrics comprise sales
11   dollars, gross profit, or time when out of stock will occur.

12   3.   The method of claim 1 in which the changes in the
13   automatic analysis include specifying a markdown price in place of
14   a markdown price determined by the automatic analysis.

15   4.   The method of claim 1 in which the changes in the
16   automatic analysis include rejecting at least one of the proposed
17   markdowns.

18   5.   The method of claim 1 in which the information displayed
19   about proposed markdowns includes the amounts of the
20   markdowns.

21   6.   The method of claim 1 in which the information displayed
22   about proposed markdowns includes the costs of the markdowns.

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23 7.   The method of claim 1 in which the user can control the
24 status of the displaying of the markdowns to permit interaction
25 with the displayed information prior to committing to executing
26 markdowns.

27 8.   The method of claim 1 in which the information about
28 proposed markdowns includes composite information about the
29 total impact of the markdowns.

30 9.   The method of claim 1 in which the information about
31 proposed markdowns is displayed at a level selected by the user.

32 10.   The method of claim 9 in which the level comprises
33 individual items, or items that belong to a style, or subdivisions or
34 division of a commercial operation.

35 11.   The method of claim 1 in which the changes in the
36 automatic analysis comprise changes in the objective function or in
37 rules that govern the analysis.

38 12.   The method of claim 1 in which the objective function
39 comprises optimizing gross margin dollars while targeting 100%
40 sell-through by an out-of-stock date.

41 13.   The method of claim 1 in which the information about
42 proposed markdowns comprises a forecast of financial outcomes
43 by time period with respect to one or more of the items of
44 commerce.

45 14.   The method of claim 13 in which the financial outcomes
46 include sales, inventory, or margin.

47   15.   The method of claim 1 in which the information about

48   proposed markdowns comprises a what-if analysis that predicts

49   financial outcomes based on user indicated markdowns in a

50   succession of time periods.

51   16.   The method of claim 15 in which the financial outcomes

52   include sales, inventory, or margin.

53   17.   A user interface for a model that predicts optimal

54   markdowns of items of commerce, comprising

55   displayed rows, each row identifying an item or group of

56   items of commerce and showing markdown information for the

57   item or group, the markdown information including a markdown

58   price and a financial impact of the markdown price,

59   displaying an interactive element that enables a user to

60   propose a different markdown price for an item or group of items

61   than one provided automatically by a model,

62   displaying a second interactive element that enables a user

63   to select or reject a markdown price for each of the items or groups

64   of items displayed in the rows, and

65   displaying information about the aggregate financial impact

66   of the selected markdown prices for the items or groups of items.

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